

# JOURNALISM IN DEVELOPED COUNTRIES AND BASIC PRINCIPLES OF THEIR DEVELOPMENT

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## ABSTRACT

Significant development of information technology in modern international journalism.

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## 1. INTRODUCTION

In the conditions of globalization of the information space, apart from integration processes, which is strikingly noticeable, it's continuously going, on the one hand, appearance of national identity of the country and, on the other hand, desire to preserve certain national characteristics as a result of reciprocal reactions to the principles of globalization in the Mass Media.

In fact, European countries and America are very different from each other, despite the fact that they have the same, that is, so-called "Western" origin.

The main group of countries in which the field of journalism is changing at a high rate, and in which the media are experiencing complex processes, are post-socialist states, as well as states created in the post-Soviet space. Socio-political and economic changes in society determined the direction of practical activities of press, radio and television, which led to serious changes in this sphere.

When analyzing the World journalism, it is rather impossible to cover all the processes occurring in it, however, the definition of some effective principles that will be needed in the process of considering the preserved national identity and striving for the information society is the most important task for modern national journalism.

Before interpretation of the term "international journalism", which has now managed to become a kind of social and political activity in the society, it is necessary to show a number of factors that gave impetus to the accelerated development of this field. These factors include the following:

- Economic factor. Globalization of economic processes, covering the newly emerging states and regions in the world economic space.
- Technological factor. Wide application of communications carried out through information technologies and modern computers in industry, science, culture and services, at the same time, globalization of communication technologies, increase in the number of open societies, etc.
- Natural and ecologic factor. Development of new programs and projects involving the unification of different peoples and states under one way and jointly acting on the path to rational use of natural resources and internal reserves, which are diminishing day by day in the World.
- Human factor. Increasing the general educational level throughout the World, humanizing the units of society, science and education, awareness of the need to provide everyone with equal opportunities and freedoms, guaranteeing equal rights of all humanity. Formation and wide dissemination of humanism and equality ideas, international relations based on mutual respect, which will serve to bring people together.

## 2. MAIN PART

All of the above factors show how important the field of international journalism is, which takes responsibility for actively observing and commenting on social events around the World. International journalism at the present stage on the basis of transnational technological system and free market economy is every day involved more in interstate and interregional processes that typify and standardize the life activities of the people of the state and society. The terms "Foreign journalism", "International journalism" and "World journalism", at the same time, have peculiar assessment, semantic coloring and directions, but in general they mean the same meaning. On this basis, foreign journalism includes regional

journalism (for example, Kyrgyzstan, Kazakhstan), journalism from CIS countries (for example, the Ukraine, Azerbaijan, Russia), as well as journalism from Europe and America.

The World journalism, like terms of "World Literature", "World Art", first of all, embodies the journalism of economically and technologically developed countries that have a rich tradition and experience of journalistic activity. International journalism, in close connection with diplomacy, focuses its attention on the wide use of legal and political norms of joint cooperation between nations. However, in practice one can pay attention or not pay attention at all to this difference in the sense of concepts, since, in general, all these terms are widely used among journalists in the sense of foreign media. At this place, you should also pay attention to the fact that in most Western countries phrases like "mass media", "mass communications", "communication facilities" are widely used with the word "journalism" and they, first of all, provide for computerized and electronic information system, which is divided into several branches.

We know the basic principles of analyzing the level of development of journalism in a country, which consist of paying attention to economic, political and cultural aspects. The level of development of the state in the field of economics, technology, manufacture and economic management opens the way for political freedom, ramification in social life, multiparty system, in turn, presence of diversity and different characters of press information and broadcast services, which is closely related to the technical and printing bases of communication.

National-cultural features, mentality and moral-educational norms, traditions, for example, all of them connected with Eastern culture, show features of journalism, nature of their works.

Historical development of modern journalism is associated with the historical development of technology and economy of European countries. In the middle of the 15th century (1445), the first publications appeared in Germany as a result of the invention of typewriter by Johannes Gensfleisch Gutenberg of Mainz.

On this basis, in Europe it had appeared a new type of creative activity, i.e. journalism. Initially, the collection and dissemination of information was carried out mainly for commercial and political purposes, but later people began to be interested in such features of printed letters as education, enlightenment, notification of political news and social events in life. As a result, publishing has turned into a useful and effective type of activity that actively embraced social and political life of many states. In the first stage of development, that is 15-16th centuries in European countries, journalism had chronicling (historical and eventual) and informational nature. It gave customers information about new prices, products, advertised opening of new stores, organizations and types of services, also provided information about theaters and other events taking place in towns.

In the next stage that is 17-18th centuries, journalism became the most important instrument in the political and ideological struggle of government, social organizations and political parties. In England, the United States and France, transformation of functions of journalistic from creative activity into political instrument is especially evident in the freedom actions of the bourgeois revolution and uprisings, rebellions of people to reform the Roman Catholic Church and to stop the oppression of Christian priests and the Inquisition. As an example we can state journalism of pamphlets of 17th-century-England (1640-1663) or "Friendship of the People" newspaper by Jean-Paul Marat, published during the French Revolution, as well as many other works.

Supporters of enlightenment, such as Diderot, Voltaire, Rousseau, actively acted on the path to the victory of reason, justice, truth and equality. They raised new issues were about modern European world outlook, protection of human and society, humanism and rationalism, protection of science and manufacture.

19-20th centuries became a new stage of perfection. In this period in Europe, industrial and technical development expanded the sphere of influence and the field of journalism. This period is the third stage of development and technology of journalism. Publishing equipment, printing works, and the telegraph notification bureau were introduced to other continents and countries of the world. Also in Asian, African and Latin American countries, various publications began to be printed, first in the language of the colonialists (imperialists), and later in the local language.

In the 20th century, international journalism basically served as distinctive weapon between the Two Poles. The ideological, one-sided and actively political nature of journalism persisted until the 90s of the twentieth century. The collapse of the USSR and end of the Cold War relations completely changed the essence of international journalism. Today, the sudden development in the world of information technologies of the beginning of the 20th century leads the entire planet to unified information society. If to look at the global scale, Europe is the most developed continent in the field of journalism.

In Europe, even if some countries are lagging behind other countries of this continent, they still differ from countries of other continents and have a number of advantages. For example, in relation to African countries.

At present, when assessing the general form of the journalism system in the developed countries of the world and the principles of development relating to all of them, we turn and take as some standard European countries, and sometimes the United States journalism system. In general, today we can classify the principles of development of journalism in developed countries of the world as follows:

Basic (organizational) principles.

- ❖ Continuous increase in number of TV-radio stations, newspapers and magazines, their variety, circulation and development in the field of reaching to the audience.
- ❖ Presence of regular competition between print and audiovisual media.
- ❖ Increasing media concentration. Consideration of the issues of their association in large national and transnational corporations in all countries in different forms.
- ❖ Assistance in the development of media in countries of other continents.

### 3. CONCLUSION

In general, in modern international journalism there are various trends as a result of the awesome development of information technologies, the acceleration of globalization, as well as integration processes. It puts requirement before the journalism of developed countries to conduct activities in terms of overall integration and not the loss of their national identity.

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